9690

Issues: • Break even %
• Move Jan promo
% to 50 - ?
• coupons ?

PRICE VALUE PROFITABILITY

	1988	1989	1990 2RF	1991 ESTIMATE
CAMBRIDGE				
VOLUME (MILLIONS)	9,769	11,891	13,634 (1)	15,000
MARGINAL CONTRIBUTION	$121.1	$199.8	$286.9	$384.0
DIRECT MARKETING				
BRAND SPENDING	93.9	115.0	177.1	270.0
RETAIL SUPPORT	36.7	49.0	47.3	51.1
TOTAL DIRECT MARKETING	130.6	164.0	224.4	321.1
NET CONTRIBUTION	($9.5)	$35.8	$62.5	$62.9
% CHANGE	-	100%+	100%+	0.6%
ALPINE				
VOLUME (MILLIONS)	457	3,235	3,627 (2)	3,882
MARGINAL CONTRIBUTION	$6.5	$50.6	$72.1	$96.0
DIRECT MARKETING				
BRAND SPENDING	24.7	74.1	61.6	76.2
RETAIL SUPPORT	1.2	17.4	11.9	12.9
TOTAL DIRECT MARKETING	25.9	91.5	73.5	89.1
NET CONTRIBUTION	($19.4)	($40.9)	($1.4)	$6.9
% CHANGE	-	-100%	100%+	-592.9%
BUCKS				
VOLUME (MILLIONS)			1,259	3,929
MARGINAL CONTRIBUTION			$19.2	$92.9
DIRECT MARKETING				
BRAND SPENDING			49.7	81.2
RETAIL SUPPORT			-	13.0
TOTAL DIRECT MARKETING			49.7	~~94.2~~ 91.7
NET CONTRIBUTION			($30.5)	($1.3) $1.2
BRISTOL				
VOLUME (MILLIONS)			3,869	5,486
MARGINAL CONTRIBUTION			$23.0	$31.9
DIRECT MARKETING				
BRAND SPENDING			34.2	26.3
RETAIL SUPPORT			-	-
TOTAL DIRECT MARKETING			34.2	26.3
NET CONTRIBUTION			($11.2)	$5.6

(1) INCLUDES $21 MM IN ADDITIONAL COUPON EXPENSE ADDED AFTER SECOND REVISED

(1) INCLUDES $5 MM IN ADDITIONAL COUPON EXPENSE ADDED AFTER SECOND REVISED

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Source: https://www.industrydocuments.ucsf.edu/docs/jtnn0004